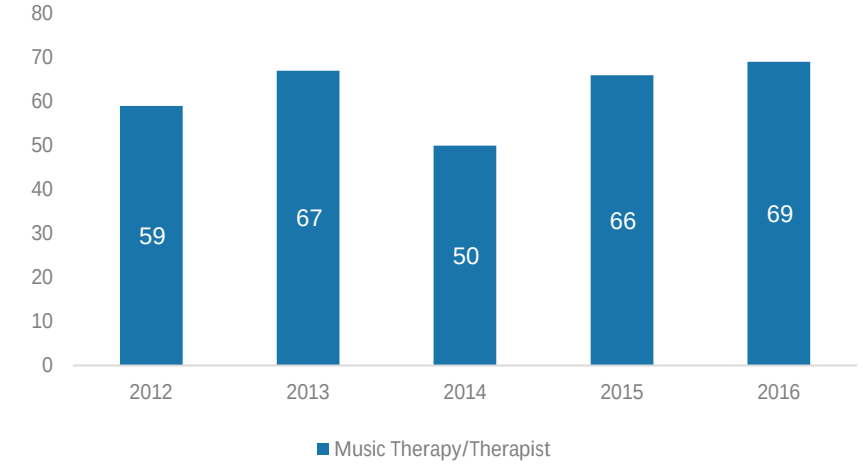
In the following report, Hanover assesses demand for a proposed Master of Fine Arts program in Dance and Bachelor of Arts programs in Digital Literacy, Music Education, and Music Therapy. This report includes an examination of student and labor market demand, and an analysis of the competitive landscape.

BA IN MUSIC THERAPY

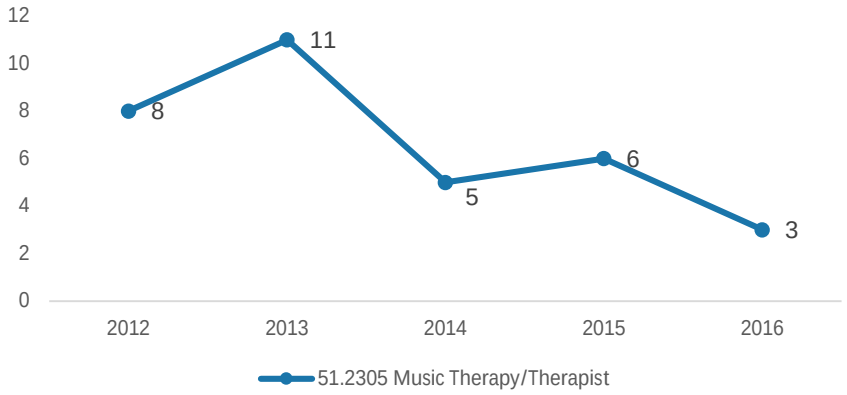
Mid East Degree Completions Volume

Mid East distribution of degree completions from 2012 to 2016



New Jersey Degree Completions Volume

New Jersey distribution of degree completions from 2012 to 2016



Source: IPEDS
Note: No Atlantic County institutions reported completions under relevant fields.

Analysis of Findings

Although conferrals from music therapy Z o } p E f r programs have grown over the past five years, low volumes indicate that growth rates are inflated.

Nationally and regionally, music therapy Z o } p E f r programs reported faster than average conferral growth at rates of 10.3 and 4.0 percent, respectively. However, institutions reported less than 400 completions nationally and less than 70 completions in the Mid East, which suggests music therapy is an emerging field of study but also a small one.

Three institutions in New York reported a total 27 Z o } c E f r rals in 2016, and nine institutions in Pennsylvania reported a total of 39 completions that same year. Half of these institutions reported declining student volume from 2012 to 2016. In New Jersey, Montclair State University is the only institution to report degree conferrals in music therapy over the past five years. Montclair State reported only 3 degree conferrals in 2016, a 73 percent drop from its highest volume of 11 degree conferrals in 2013.

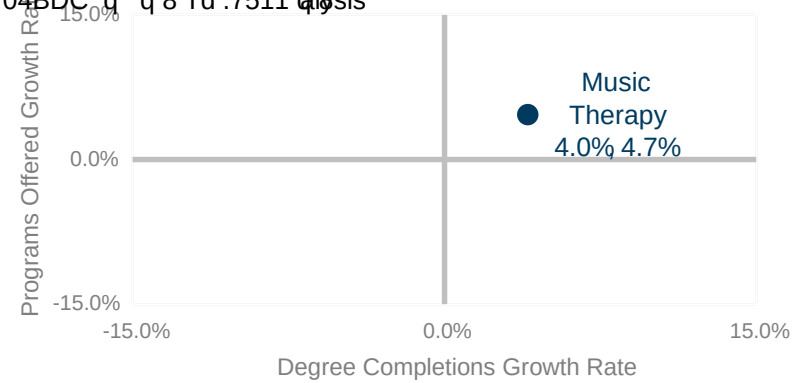
Mid East Degree Completions Volume by State

Mid East distribution of degree completions from 2012 to 2016 by State

Competitor Analysis

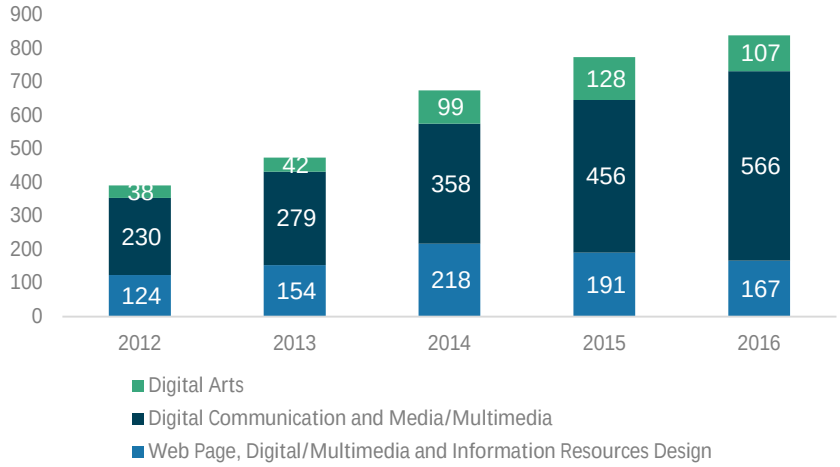
Based on an analysis of regional competitors, Hanover concludes the following:

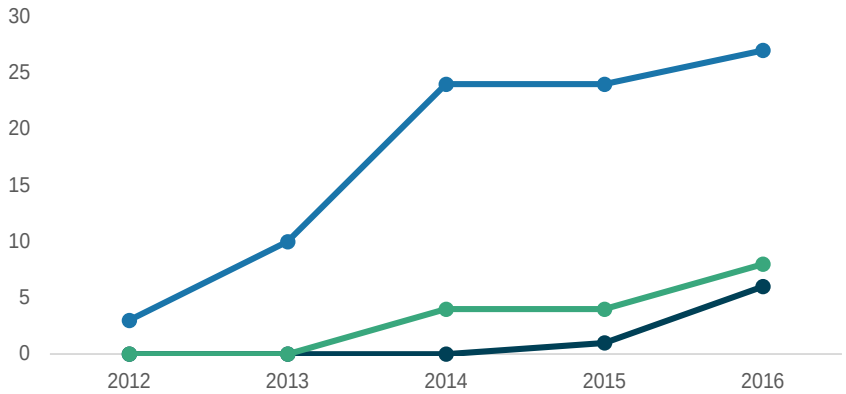
Stockton would face a limited competitive landscape should it develop a music therapy Z o }pt g ramQ /S p456 413.78 Td 41 21 <</MC BT 0.251 g /TT1 877 04BDC q q 8 Td .7511 q 9 alysis



Analysis of Findings

Digital literacy-related Z o }cE[pletions show stro>7 <5j2j0 0 g /0102>12<





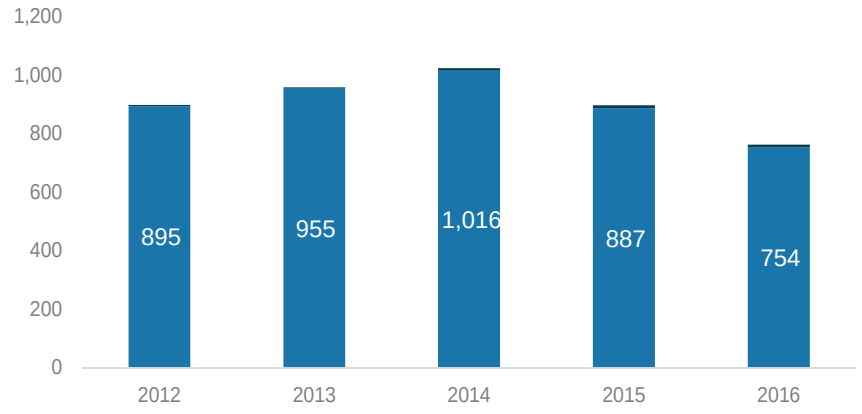
Source: IPEDS
Note: No Atlantic County institutions reported completions in Digital Literacy related fields.

literacy

BA IN MUSIC EDUCATION

National Degree Completions Volume

National distribution of degree completions from 2012 to 2016



Source: IPEDS
Note: No New Jersey institutions reported completions under Music Pedagogy. No Atlantic County institutions reported completions under any of the relevant fields.

Analysis of Findings

Declining student interest in music education programs extends across the national, regional, and state levels

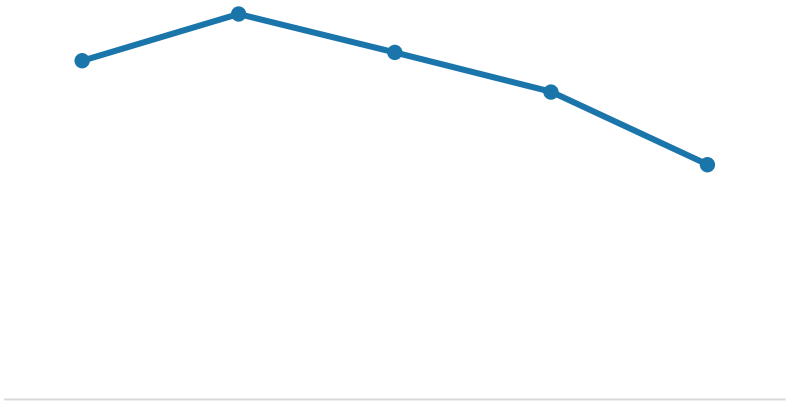
Combined conferrals across Music Teacher Education and Music Pedagogy programs declined from 2012 to 2016 by rates of 8.8, 4.0, and 2.7 percent per year, respectively. Students in Music Teacher Education programs completed above average volumes of degrees as of 2016 at the national, regional, and state levels. However, conferrals from these programs have consistently declined since 2014.

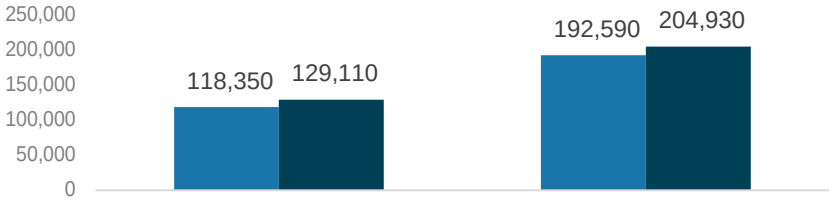
Two of the three institutions reporting music education programs in New Jersey also report declines in degree conferrals

Rowan University and Rider conferrals in music education declined between 2012 and 2016. While, Kean University reports declining degree conferrals since 2013.

New Jersey Degree Completions Volume

New Jersey distribution of degree completions from 2012 to 2016



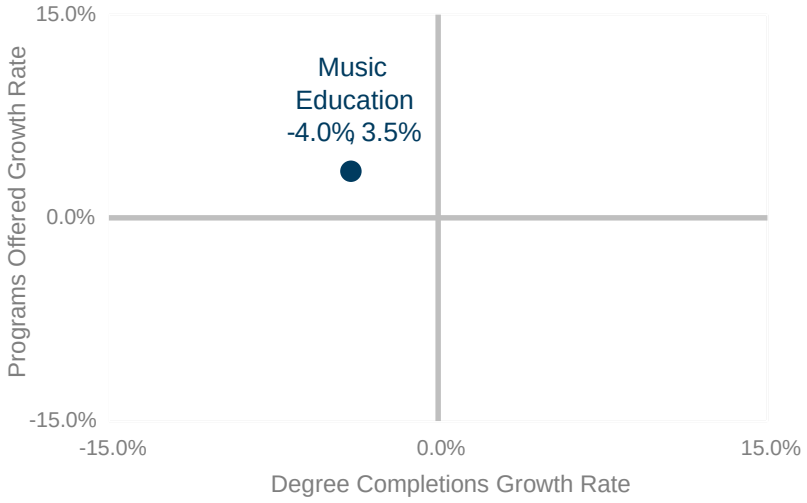

250,000
200,000
150,000
100,000
50,000
0
118,350
129,110
192,590
204,930

Competitor Analysis

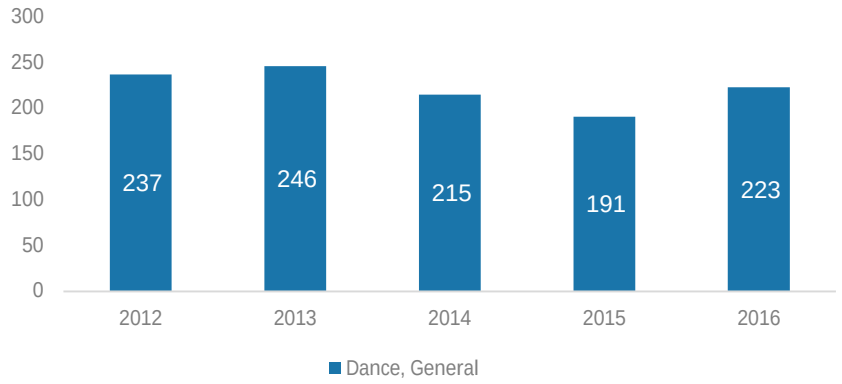
Based on an analysis of regional competitors, Hanover concludes the following:

Stockton will face a competitive landscape should it develop the proposed Z o }inE[u music education.

As of 2016, national higher education institutions reported 199 music education-related programs, regional institutions 40 programs, and state institutions 3 programs. Nationally, these programs have grown by 0.8 percent and in the Mid



MFA IN DANCE



Source: IP6 lh115.92 -7.567404 890u9-.* n13113322 /Lang NSpSource

APPENDIX

Methodology

Market Scan of New Program Opportunities

Hanover uses the most recent five years of completions data (2012-2016) from the National Center for Education Statistics (NCES) to estimate student demand for specific degree programs. The NCES uses a taxonomic system of numeric codes to classify postsecondary academic programs, known as the Classification of Instructional Programs (CIP) system. Definitions for each CIP code can be found on the E ^CIP user site. All award conferral data presented in this report were drawn from the E ^ [n Integrated Postsecondary Education Data Center (IPEDS). Note: When interpreting completions data, some consider/SpanToat 8 27.7]TJ]TJEEMC Q/SpCID h/MCID 83 u/MCI(HPEDSote